

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method to enhance rendering of a content item, the method comprising:

receiving, at a server system, a portion of the content item from a client system, the received portion of the content item being distinct from an identifier associated with the content item, the portion of the content item comprising audio and/or video content;

determining that the portion of the content item is not accompanied by an identifier suitable for interrogating a database to determine further information associated with the content item;

processing, at the server system, the received portion of the content item to determine, from the received portion of the content item, the identifier associated with the content item suitable for interrogating a database to determine further information associated with the content item;

obtaining further information on the content item using the determined identifier;
and

transmitting the further information to the client system.

- 2.-8. (Canceled)

9. (Currently Amended) A server system to facilitate enhanced rendering of a content item, the system comprising:

a receiver to receive a portion of the content item from a client system, the received portion of the content item being distinct from an identifier associated with the content item, the portion of the content item comprising audio and/or video content;

a processor to:

determine that the portion of the content item is not accompanied by an identifier suitable for interrogating a database to determine further information associated with the content item, and

process the received portion of the content to determine, from the received portion of the content item, the identifier associated with the content item suitable for interrogating a database to determine further information associated with the content item; and

a lookup component to obtain further information on the content item using the determined identifier and to transmit the further information to the client system.

10. (Previously Presented) The server system of claim 9, wherein the processor is arranged to compute a hash value for the received portion of the content item.

11. (Previously Presented) A method to facilitate an e-commerce transaction, the method comprising:

receiving, at a server system, a media object, the media object being distinct from an identifier for the media object;

determining that the media object is not accompanied by an identifier suitable for interrogating a database to determine further information associated with the media object;

calculating a hash for the received media object;

processing, at a server system, the media object to determine the identifier for the media object, the identifier being suitable for interrogating a database to determine further information associated with the media object, utilizing the calculated hash value; and

transmitting an electronic offer to sell in response to the receiving of the media object utilizing the determined identifier.

12. (Previously Presented) The method of claim 11, wherein the media object comprises a portion of an electronic content item.

13.-14. (Canceled).

15. (Previously Presented) The method of claim 1, wherein the processing of the received portion of the content item is further to calculate a hash value for the portion of the content item.

16. (Previously Presented) The method of claim 15, wherein the obtaining of the further information includes utilizing the calculated hash value as the identifier for associated with the content item.

17. (Previously Presented) The method of claim 16, further comprising utilizing the identifier for the content item to add the content item to a list for future reference by a user.

18. (Previously Presented) The method of claim 1, wherein the further information includes a title associated with the content item.

19. (Previously Presented) The method of claim 1, wherein the portion of the content item is received from a mobile phone.

20. (Previously Presented) The method of claim 1, wherein a portion of the further information includes an offer to sell a further content item related to the content item.

21. (Previously Presented) The method of claim 1, wherein the processing of the received portion of the content item comprises determining audio characteristics associated with the received portion of the content item.

22. (Currently Amended) A machine-readable medium having stored thereon data representing sets of instructions which, when executed by a machine, cause the machine to:

receive, at a server system, a portion of the content item from a client system, the received portion of the content item being distinct from an identifier associated with the

content item a portion of the content item from a client system, the portion of the content item comprising audio and/or video content;

determine that the portion of the content item is not accompanied by an identifier suitable for interrogating a database to determine further information associated with the content item;

process, at a server system, the received portion of the content to determine, from the received portion of the content item, the identifier associated with the content item, the identifier being suitable for interrogating a database to determine further information associated with the content item; and

obtain further information on the content item using the determined identifier.

23. (Previously Presented) The system of claim 10, wherein the lookup module to utilize the calculated hash value as the identifier associated with the content item.

24. (Previously Presented) The system of claim 23, further comprising a listing module to add the identifier associated with the content item to a list for future reference by a user.

25. (Previously Presented) The system of claim 9, wherein the further information includes a title associated with the content item.

26. (Previously Presented) The system of claim 9, wherein the client system is a mobile phone.

27. (Previously Presented) The system of claim 9, wherein a portion of the further information includes an offer to sell a further content item related to the content item.

28. (Previously Presented) The system of claim 9, wherein the characteristic feature of the portion are audio characteristics.

29. (Currently Amended) A method to enhance rendering of a content item, the method comprising:

detecting an indication of a user interest in a content item;

responding to the indication by obtaining a portion of the content item from a client system, the portion of the content item being distinct from an identifier associated with the content item;

determining that the portion of the content item is not accompanied by an identifier suitable for interrogating a database to determine further information associated with the content item;

processing the portion of the content item to determine, from the received portion of the content item, the identifier associated with the content item;

obtaining further information associated with the content item utilizing the determined identifier, the identifier being suitable for interrogating a database to determine further information associated with the content item; and
transmitting the further information to a client system associated with the ~~use~~user.